

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion- Release of Advertisement in Biggest Best Issue ‘**OUTLOOK**’ 15 Anniversary Special magazines, through M/s. Akshara Advertising Pvt., Ltd., Hyderabad – Publication Charges – Sanction of Rs.2,60,000/- - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 1116

Dated:23-11-2010

Read the following:

1. Govt. Lr. No.5398/PMU/DDC/2010, Dt.12-10-2010, YAT & C (PMU) Department.
2. Bill No.S/149/10, Dt:25-10-2010 of M/s. Akshara Advertising Pvt., Ltd., Secunderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of the promotional initiatives. As a follow up of these initiatives, this Department has ordered to release Full Page colour advertisement at a cost of Rs.2,60,000/- vide letter 1st read above to publish in Biggest Best Issue ‘**OUTLOOK**’ 15 Anniversary Special magazines, through M/s. Akshara Advertising Pvt., Ltd., Hyderabad, has forwarded a bill amounting to Rs.2,64,017/- for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction an amount of Rs.2,60,000/- (Rupees Two Lakhs Sixty Thousand only) towards releasing the advertisement in Biggest Best Issue ‘**OUTLOOK**’ 15 Anniversary Special magazines, through M/s. Akshara Advertising Pvt., Ltd., Hyderabad.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (12) Advertisements for Promotion of Tourism – 260 – Advertisements, Sales and Publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Akshara Advertising Pvt., Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department at appropriate rates.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)**

To

M/s. Akshara Advertising Pvt., Ltd., Hyderabad.

The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.

The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER